



# **NAVSUP STYLE GUIDE**

***Ready. Resourceful. Responsive!***

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## The NAVSUP Identity (Signature)

The NAVSUP identity (or signature) consists of two elements: the logo and the unique value proposition (UVP), **“Ready. Resourceful. Responsive!”**. The success of the NAVSUP initiative demands a consistent and undistorted representation of the NAVSUP identity. As a result, the NAVSUP identity must always appear in one of the approved arrangements and be reproduced from an authorized digital masterwork. Original copies of the logo are available in various sizes and formats, and can be seen in this style guide (see “Reproduction Materials”). A variety of digital file formats are included on the Style Guide CD. Original claimant logos can be found on the NAVSUP web site, or can be emailed to you from the NAVSUP Headquarters’ Public Affairs Office. If your material requires a size or arrangement that is not contained these resources, please call NAVSUP PAO at 717-605-1547 for assistance. Do not alter or re-draw the signature, or reproduce it from another printed facsimile.

### The NAVSUP Logo

A strong graphic is a powerful way to communicate a brand benefit and is essential in developing an effective brand identity. The colors, structure and design of the NAVSUP logo leverage the NAVSUP brand personality and work together to influence the successful promotion and positioning of NAVSUP. NAVSUP’s new logo, which complements the corporate value statement, portrays, in traditional Navy blue and gold, the bold, forward leaning NAVSUP identity overlaying an aggressive depiction of sea and air power, with a visually centering “target” that represents NAVSUP’s intense focus on serving the operating forces.

The NAVSUP brand personality is one that incorporates human characteristics such as competence (thorough, confident, focused, technical), creativity (energetic, innovative, unique, agile), and sincerity (caring, trustworthy, dedicated, reliable). Strength and sophistication also make up the brand's personality.

The NAVSUP logo contains several components that communicate our image:

- The italicized look of “NAVSUP” indicates that the organization is always **Ready** to serve. It indicates that the Command is prepared at all times and positioning itself as a forward-thinking and forward-moving organization.
- The hardware components convey the organization is military and represent the three major communities of the United States Naval operational forces – air, surface, and submarine. This indicates that NAVSUP is **Resourceful** in that it supports all facets of Naval operations.
- The bulls eye represents that NAVSUP is “on target” and indicates that the organization is **Responsive** by “keeping you in our sights”. It also signifies that NAVSUP is at the center of Naval Supply operations.

The use of the Navy’s blue and gold offers a stimulating and exciting contrast of colors. The strong contrast projects strength and vitality, while both communicate confidence due to the intensity of the tones of each color. It is this integration of colors, font and design - intrinsic to the NAVSUP campaign - that works to communicate the confidence, trustworthiness and excitement of the NAVSUP brand image.

### The NAVSUP Unique Value Proposition:” Ready. Resourceful. Responsive!”

Using “branding “ techniques borrowed from the commercial sector and following extensive research and a great deal of discussion at all levels of the command, NAVSUP has chosen the corporate value statement - **Ready. Resourceful. Responsive!** – to encapsulate both the spirit and the intent of their strategic plan. What does this corporate value statement mean?

**Ready**... to lead the Navy in the critical field of combat logistics support, and to anticipate and serve the needs of the operating forces at all times.

**Resourceful**... in seeking new and innovative logistics solutions and in dealing quickly and effectively with customers’ requirements.

**Responsive**... to the operating forces' "need for speed", providing what they need, when and where they need it.

The NAVSUP customer developed a perception about NAVSUP as a brand. The NAVSUP UVP "**Ready. Resourceful. Responsive!**" was selected based on this rationale:

- It captures the ultimate mission of NAVSUP and was the preferred UVP in focus group sessions
- It is a preemptive unique value that strongly positions NAVSUP as a leader in helping the Navy achieve its ultimate objective
- It is strongly associated with the fundamental end benefit desired by the Navy...customer service
- Its emphasis is more on the operating forces, less on NAVSUP
- It is memorable, less than 10 words, and unique

**Ready:** NAVSUP is an organization that exists to provide combat capability through logistics for U.S. Naval and Joint operational forces. The Command stands ready, in any and all situations and conditions, anticipating the needs of our operational forces at all times. We are ready to do whatever it takes to ensure that our sailors, marines, airmen and soldiers can expect their needs to be fulfilled better, faster, and cheaper by NAVSUP at all times. Because of its flexibility and readiness, NAVSUP will remain key to operational success in the future by serving as a virtual warfighter right along side of these operational forces.

**Resourceful:** Resourceful is the one word that sums up NAVSUP's great history and communicates the amazing scale of NAVSUP's current organization. NAVSUP and its predecessor organizations consistently delivered crucial supplies and support that kept the Navy combat ready. Resourceful expresses the way NAVSUP deals with problems that surface, regardless of size or location. It also represents NAVSUP's innovative culture. Whether dealing with parts, supplies, e-business, quality of life services for the Navy family, or any of the array of NAVSUP components, NAVSUP employees will always find the best possible solution. It is key to achieving the mission of the organization.

**Responsive:** Responsive is an energetic, cooperative style of action and a conscientious listening attitude. It is the way NAVSUP professionals answer the phone with a positive energy eager to assist the customer. It is the embodiment of the vision of One Touch Supply and the experienced understanding and speedy response to emergencies. It is the basic realization that NAVSUP is a service organization, dedicated to serving the needs of the Navy and proud to convey the spirit. This value is the key benefit that NAVSUP customers want.

A powerful UVP for NAVSUP reaches the employee, the customer and the targets. It will provide a motivating and memorable message that makes every dollar spent work harder. **The Logo and UVP should be presented together when space allows.**

## The NAVSUP Logo - Specifications

### The NAVSUP Logo



### Elements of the NAVSUP logo

The NAVSUP logo is designed to be used as an open design when possible. The full color logo uses Pantone Gold 166C for the Target, and Blue 288C for all other elements. Proportional reference is indicated below:



Dimensions of Ship, Plane and Sub elements



width 3/4"  
height 1/8"



width 9/16"  
height 3/16"



width 9/16"  
height 1/8"

NAVSUP text is Eras Ultra italic font size 44 - changed to curves with shearing and additional graphic alterations.

Naval Supply Systems Command text is Copperplate Gothic font at 110% width, 75 kearning. First Letters are 10.47 PT, rest of text is 8.47 PT.

### Logo size

It is not recommended to reduce the entire logo smaller than two inch wide because of the loss of reproduction quality. For small applications (less than 2 inches wide) where the text becomes illegible, the Abbreviated Version should be used with the activity text rendered separately (see printed materials section).

NAVSUP color logo



NAVSUP logo 1 1/2 inches



NAVSUP Abbreviated Logo use for size less than 1 1/2 inches



### ***Variations of the NAVSUP logo***

The NAVSUP Logo should be used as an open design wherever possible. If necessary to enclose the logo, the background should be rectangular in shape with rounded corners. The logo should never be distorted, rotated, reversed, or altered in any way, nor should any of the individual elements. Appropriate variations of the NAVSUP Logo are shown below:

Blue 288 and Gold 116 logo



Grayscale logo (or Black and 30% screen)



Blue and Gold Logo enclosed



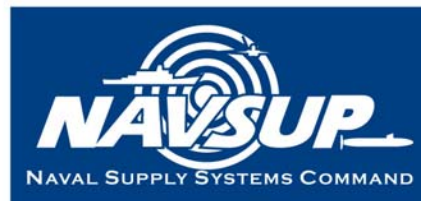
Black and White line Art logo



Reversed Gold and White, shown on Blue



Reversed Logo



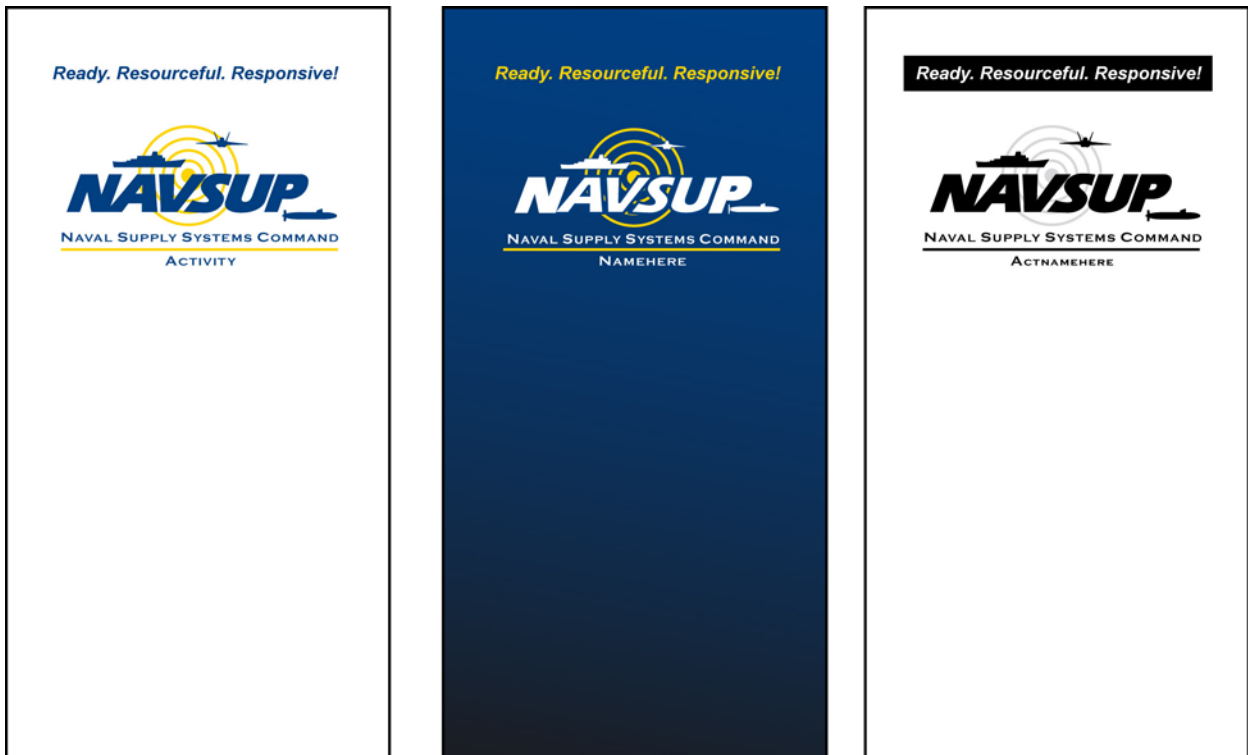
### ***Policy***

This document contains authorized layout and application guidance in areas where the NAVSUP/Activity logo is commonly displayed. All uses of the logo must adhere to the guidance herein. Exceptions to this policy must be coordinated with NAVSUP PAO and approved by NAVSUP Commander.

## Printed Materials

### Informational Brochures and Pamphlets

All members of the NAVSUP team are encouraged to use the corporate NAVSUP logo/and or the approved variations of the claimant logos in printed materials, especially informational brochures and pamphlets, as appropriate. The logo should appear at the top center of the front cover, in a size no smaller than 2.5 inches wide. The UVP should appear above the logo in Arial Bold. If topography permits, a smaller logo may be placed on the bottom-center of the back cover. The logo and all other elements of brochures and handouts should be fashioned in accordance with the standard NAVSUP color scheme colors (see “Reproduction Materials – Color guidance”). The logo should appear in the required RGB or CMYK, single color, reverse, or appropriate black and white version (samples not exact size – representative only).



The abbreviated version of the logo with only the word "NAVSUP" is used in applications requiring a very small logo (i.e. business cards, promotional items, some stationary) in which the words "Naval Supply Systems Command" and the Field Activity Names are rendered illegible. In these cases, the "Naval Supply Systems Command" and the Field activity names are to be rendered separately. Font should be Arial Bold in all caps (8 Point or larger). The field activity name should be displayed underneath the Command name, and separated by a straight line (minimum 2 pt width). The UVP should be prominently displayed either above or beside the Logo, and may be treated as reverse print if visually appropriate.

### Reports

All activities are encouraged to use the NAVSUP logo in technical reports and on their covers. The logo should appear at the top-left corner of each page of the report and include the UVP across the Top of the cover. The NAVSUP logo can be printed either in color or black and white, depending on the color format of the report.

## **Posters and Promotional Materials**

The use of posters and promotional material (e.g. flyers, brochures) to promote NAVSUP is strongly encouraged. Posters can either be portrait or landscape format. The logo should be used in the color version, however, there may be exceptions where the black and white version, Reverse or 2-color reverse version would be more appropriate or aesthetically pleasing. Posters and other materials should be arranged using the NAVSUP color guidelines in appropriate RGB or CMYK values. The logos should be in appropriate sizes and the ratios to the printed information (size 8 " in width for a standard 32 x 40 poster, but NLT 4 inches for 12 "x 18" size). Logo should be placed in the upper left hand corner of the poster. The UVP should be typed across the Top or the Bottom of the Poster in Arial Bold Italic Font, in point size to be easily read. If appropriate, the UVP may be treated in Reverse Type as well. It is permissible to use graphics elements (lines/Boxes) to enhance the appearance of the UVP. The UVP should be of a NAVSUP color that significantly contrasts with selected background, or may be white text place in a box of contracting dark color (red/blue/black). See representative samples below:



## **Business Cards**

In accordance with Department of the Navy policy of March 9, 1999 on printing business cards, NAVSUP corporate team members may print business cards for professional use. This new policy "permits government employees to print business cards for official duties ... using existing software and agency purchased card stock to print their cards, or purchase of the cards from the Lighthouse for the Blind, Inc.,...for use in connection with official activities when the exchange of cards would facilitate mission-related business communications...any associated costs will be funded by supply OPTARS". Printing should be in the most cost effective manner.

Corporate business cards are usually printed in the standard 3 ½" x 2" size. NAVSUP policy is that cards using the NAVSUP logos shall be printed on white paper in either black ink, single color, or required color scheme.



For those who want to print their own cards, a business card template is provided in Powerpoint on the CD, and can also be accessed at the NAVSUP web site <http://www.navsupsup.navy.mil>. Additional software formats (i.e word, Pagemaker ) are available and can be obtained through NAVSUP PAO at DSN 430-1547/COMM 717-605-1547.

Professionally printed cards may be obtained throughout the Lighthouse for the Blind, Inc., who will already have the logo and template files on hand. To obtain this service, contact the Lighthouse at 1-800-799-0402. Reference the existing NAVSUPCOM BPA for items available under GSA JWOD award schedule GS-00F-0001K . Reference BPA number N00140-02-A-N716.

## **COLOR Business Cards**

### **Abbreviated NAVSUP Logo and Name**

- Abbreviated NAVSUP Logo one inch wide is positioned 1/8" from the top and sides in upper left trim.
- "NAVAL SUPPLY SYSTEMS COMMAND" name is printed to right of the logo underneath the UVP in ALL CAPS, Arial Bold 9 pt, Blue color.

### **Sub Name (HQ, Field Activity)**

Printed in Arial Bold 8 pt in ALL CAPS, directly underneath NAVSUP name and centered on card . Text in Blue. Name is separated from NAVSUP name by a 2 pt wide line in Gold. Text may be less than 100% in width if necessary.

### **Card Bearer Name**

Text in Black. Set the name of the card bearer in Arial Bold 12 pt, UL Case, in Black. Bottom of name should be one inch from the upper edge of the card; text is centered on card.

### **Military or SES (if applicable)**

Directly underneath name, text in Black, size Arial Bold 9 pt. SES should read Senior Executive Service, Military will include Rank, Corps (i.e. Supply Corps), Service (i.e. United States Navy)


### **Title**

Text in Black. Spell out the title Arial Italic 9 pt, UL Case, directly below the name. Title should be kept on one line. Depending on your needs, an 8 pt font, or text less than 100% in width may be used; text centered on card.


### **Address, Phone, Fax, and Email**

All text in Black. Set address in Arial Italic 8 pt, UL Case, 9.5 pt leading. 3 lines may be used. Text aligned at left side, 1/8 to 1/4 inch in from card edge, top of first line @ 5/8 inch up from bottom of card. Position phone, DSN and cell/fax in same position aligned at the right and same distance from right edge of card. Tops of both text boxes should be aligned. Center email address in space below address/phone text and at least 1/8 inch from edge of card. Depending on your needs, a smaller font (NLT 7 pt) or width less than 100% may be used.

NAVSUP Activity general business cards

 <b>NAVAL SUPPLY SYSTEMS COMMAND</b> LONG NAME FACILITIES ONE LINE GOING BELOW LOGO	
<b>John J. Namehere</b> <i>Title Listed Here</i>	
1234 Anywhere Drive P. O. Box if needed Any City, State, xxzip	Phone (123) 456-7890 DSN 000-7890 FAX (123) 456-7890
email john_d_lastnamehere@activity.navsupsup.navy.mil	

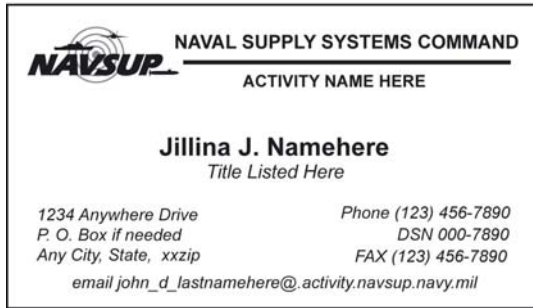
NAVSUP Activity Military / SESI business cards

 <b>NAVAL SUPPLY SYSTEMS COMMAND</b> FACILITY NAME HERE	
<b>John J. Namehere</b> Rank, Supply Corps, United States Service <i>Commander, Title Line Here</i>	
1234 Streetname Road P. O. Box 9999 Anyplace, US, 172345-0123	Phone (123) 456-7777 DSN 400-7777 FAX (123) 456-9999
email john_namehere@activity.navsupsup.navy.mil	

### **SINGLE COLOR or BLACK on WHITE Business card**

Business cards (including logos) may be printed in single color ink matching Pantone blue 288, or in black ink only, with all elements positioned as specified above. ( Use Line Art file or Grayscale for logo, do not try to convert full color version to single color.)

NAVSUP Activity general business cards



NAVSUP Activity Military / SESI business cards



## **Command Signage**

Signs used within NAVSUP organizational components for gates, entrances, buildings, and office space should communicate clearly using consistent formats, typography, color and size. All NAVSUP facilities will use the NAVSUP logo for that claimant and/or location, contained in the NAVSUP Style Guide. The sign will contain information needed to properly identify the claimant, as coordinates with NAVSUP Headquarters. NAVSUP claimants are strongly encouraged to use the approved logo in such signage.

The claimant name shall be located at the bottom of the logo (see sample) if possible. Signs that contain multiple claimant names should have the NAVSUP logo at the top of the sign (exclusive of any field activity name). The field activity names should be listed separately underneath the logo.

Signage should be positioned for optimal viewing for that location. The letter spacing should be properly sized and placed to prevent bleeding (or appear to run together) for signage when viewed from a distance. Text should be in an Arial (sans-serif) font. Lettering height for the smallest text should be at least two (2) inches for every forty (40) feet of reading distance (e.g. signs eighty (80) feet from street need four-inch letters). If you plan to use economical flat or 3-D raised letter signs on exterior (or interior) backgrounds of a white or a neutral color, the color, reverse color or the black and white logo may be used. All color versions must adhere to the Pantone spot colors or NAVSUP color guidance values. Exceptions to this policy must be coordinated with NAVSUP PAO and approved by NAVSUP Commander. Signs should be rectangular with rounded corners with a blue border to match the logo color, as indicated in representative (not to size) sample below:

NAVSUP ACTIVITY SIGN - 2 color on White Background



If NAVSUP is not the sole or major building tenant, a NAVSUP exterior facility sign may not be appropriate. In this case, NAVSUP identification will be noted in the building directory or on directional signs leading to their areas.

At a large center or multi-building complex, a facility sign should be located at the principal access point. A smaller sign should be placed on or near the individual NAVSUP building. These signs are best positioned at eye level around the main entryway.

The NAVSUP logo will be produced in a proper ratio to other messages, while maintaining its proportional integrity. Facility signage will be consistent with this guide. Consult your Public Affairs Officer or NAVSUP PAO for assistance and review of all signage designs.

## Electronic Presentations

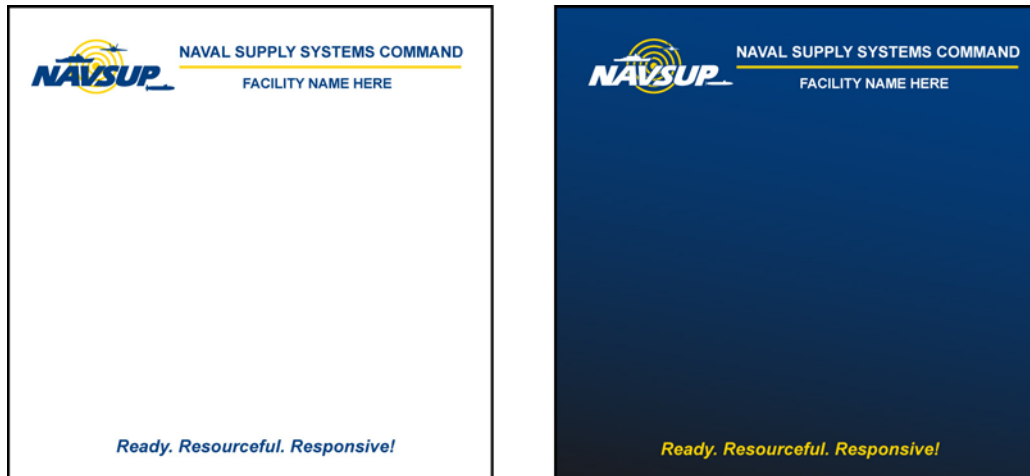
### ***PowerPoint and Other Electronic Briefing Presentations***

Corporate team members are encouraged to use the logo in electronic briefing presentations, such as PowerPoint. For most of these presentations, the logo should appear at the top left of the slide. Cover slides should contain larger versions of the Logo and UVP. All formal presentations should conform to an approved template. Templates will be included on the CD or may be obtained through your Public Affairs Office or NAVSUP PAO. Exceptions to this policy must be coordinated with NAVSUP PAO and approved by NAVSUP Commander. Samples of the NAVSUP logo in pitches are indicated below (not to scale):



### ***Diskettes/CD's***

Diskettes and CD's created for distribution should include the NAVSUP logo in the upper left hand corner and UVP across bottom of the label or cover. Items may be in appropriate full or single color, reverse or black and white (samples not to size).



### ***Internet Presence***

Every NAVSUP claimant web site must include the approved NAVSUP command logo and UVP. The logo and UVP should be appropriately incorporated into a prominent position on the claimants website page and seek a similar image presence as the NAVSUP headquarters site. As new homepages are developed, they should be coordinated with NAVSUP PAO to strive for a unified corporate appearance. It will take a little time for completion, but a coordinated Internet presence will add to and unite the overall image development for the NAVSUP team.

## **Policy on Other Symbol Representation**

### ***Name tags***

All NAVSUP employees and claimants will use standard Navy name tags for military and civilian team members. Military nametags are mandatory attire IAW NAVSUP INST NAVPERS Instruction 15661 and NAVSUP Policy SSIC 1020. Non-military member name tags, for civilian and contractor personnel representing NAVSUP in a public capacity, may be determined by each Command IAW NAVSUP policy. All nametags are to be IAW legal guidance with respect to contractor personnel. A white background with Blue Pantone 288C letters will be used. The Abbreviated NAVSUP color logo, 1 ¼ inches wide, placed on the upper left hand corner of the nametag. Logo shall be placed 1/8 inch in from each edge. The activity name will be rendered in ALL CAPS Arial Bold font, 10pt, centered, along the bottom of the nametag, within 1/8 inches from the edges. Smaller font size, or text less than 100% width may be used if necessary. The name will be rendered in 2 lines, centered in the area to the right of the logo. First name will be on top, Surname below, text in Arial Bold 16 pt white lettering ALL CAPS, 18 pt leading.

### **NAVSUP Official Name Tag**



IAW NAVSUP policy, name tags may be purchase using appropriated funds. Name tags are being produced by All Star Nametags, who will already have the logo and template files on hand. To obtain this service, access the PPT template file on the web site or on the CD, and follow the instructions on page 1. FAX the completed request to All Star Nametags at 972-296-9583. They are set to produce all NAVSUP activities' name tags at an economical price. They will not produce anything that is not in accordance with the style guide. Name tags may be ordered by Faxing the company. They will require:

1. A typed list of name tags IAW template setup. All name tags will accommodate the individual name and facility name. A template is available in Powerpoint for this purpose.
2. Each faxed list of nametags MUST include an accurate return address. Each shipment will have a bill enclosed. Credit cards are the preferred method of payment.
3. Each activity will order and pay for their nametags. Headquarters will order and pay for those personnel assigned to and working directly for Headquarters.
4. A minimum qty of nametags may be required. Questions may be addressed to the NAVSUP Public affairs Office DSN 430-1547 / COMM 717-605-1547 for assistance.

### **Security Badges**

Security/access badges to installations must be reproduced using the Abbreviated color NAVSUP logo. Field activity name may be rendered separately. Logo may be obtained from the Style Guide CD, via the NAVSUP web site, or by calling your local Public Affairs Office.

### **Name Badges for Conferences, Symposia and Other Events**

For large NAVSUP hosted events, name badges are normally used. Name badges should be no smaller than 2" x 3" and no larger than 4" x 3". The color version of the 1 inch abbreviated NAVSUP logo should appear in the upper left-hand corner of the badge, with "Naval Supply Systems Command" in ALL CAPS, Arial Bold font to the right and across the top. The facility name should be included under the Naval Supply Systems Command, in Arial Bold font 1 point size smaller than NAVSUP size. Names should be separated by a 2 pt wide line. All name badges should have the UVP written across the bottom in Arial Bold Italic font. Although no specific size is mandatory for personnel name lettering, text should be in Arial and Centered on the Badge in either one or two lines. Title may be included if desired below name. Care should be taken to ensure that name and title do not overlap the logo, facility text or the UVP. All name and activity text should be in either black or dark blue ink and may be hand-written or computer generated. See samples below (not to size):

#### **Sample NAVSUP name badges**



### Seals/Stickers

NAVSUP seals may be produced for promotional use. They can vary in size, however, the logo must be scaled and prepared correctly so there will be no distortion in size or color. Use of the UVP with the Logo is strongly recommended. Adhesive NAVSUP or NAVSUP activity seals (various sizes) can be obtained through the Seattle Lighthouse for the Blind via a Blanket Purchase Agreement – See BPA N00140-02-A-N716. Sample is representative only.

#### NAVSUP sticker examples



### Flags

Activities may have NAVSUP flags created, using the logo in standard RGB or CMYK colors. The NAVSUP flag should have only the logo (with activity name, if appropriate) and not include the UVP. The recommended material for a flag is a "rip-stop nylon." The NAVSUP color logo is horizontally and vertically centered against a white background on the flag. Gold fringe edging is appropriate for indoor flags, in a standard size of 3 by 5 feet.

Flags used for exterior purposes will not contain fringe, and may be as long as 8'. The NAVSUP logo must be presented in proper proportion for all flag sizes. See representative sample below:

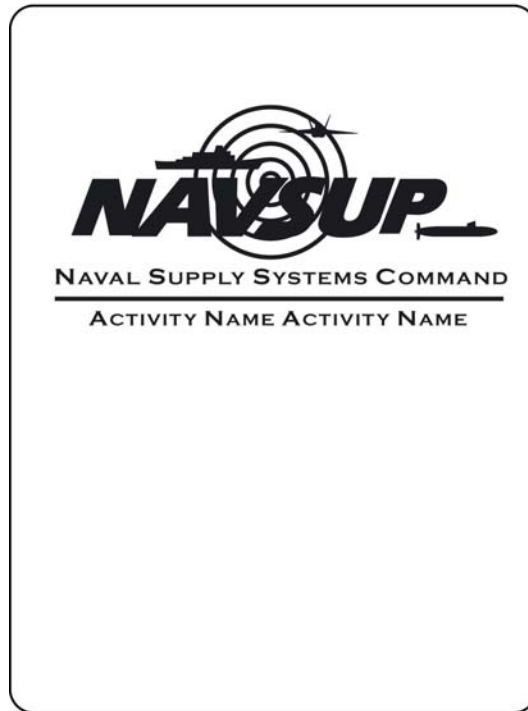




## ***Plaques***

Official Plaques may be used as awards/presentations, in accordance with NASVP plaque policy. Each facility is encouraged to use have a supply of plaques with their logo on hand for such purposes. Standard plaque of 8 ½ x 11 size, Wood with the logo laser etched are available from the Lighthouse through the aforementioned BPA. Minimum order quantity is 5 plaques. Engraved plates may also be ordered through the Lighthouse or may be obtained locally. Authorized plaques design include the logo only, as shown in representative sample below (not to size):

NAVSUP Plaques - engraved wood



## ***Office Supplies/informational items***

For promotional purposes at trade-shows or conferences, materials may be given out which provide informational material about NAVSUP activities. Office materials of various types may purchased IAW Contracting/Purchase card guidance ( including pens, Post-It® notes, mouse pads, screen sweeps, schedule planners, etc.) that would normally be part of a business setting and are of minimal value to the individual . The NAVSUP logo and/or UVP should be listed (if possible both), when feasible. The item should also contain a POC, phone number or web site to best function as informational materials. The NAVSUP logo must be scaled correctly so there will be no distortion and must appear either in appropriate RGB/CMYK, single colors or black and white. However, the logo may not be scaled to a point of illegibility. In such cases the NAVSUP Name and UVP will suffice. Activities are encouraged to find resources that will accommodate the logo whenever possible. These logos may not be used with graphic presentations that are questionable in taste, immoral, or advocate the use of illegal drugs, tobacco alcohol or topics deemed inappropriate.

Several items have already been designed using the NAVSUP logo, and may be ordered from the Lighthouse by any activity to accommodate their logo and web site requirements. Orders must adhere to minimum purchase QTYs and are covered under the BPA Noo140-02-A N716 for NAVSUP activities. Promotional items may be personalized for each command, and must include the web site to legally qualify for purchase. Promotional items may not be purchase via credit card, but must be accompanied by a Purchase order.

Appendix A contains listing and layout of established items. If unsure about the qualification of an office item, please contact your Public Affairs Office.

### ***Apparel and Accessories***

In accordance with legal and procurement guidance, activities are authorized to use approved logos on apparel as long as they are presented in good taste. The logo can be represented in the color NAVSUP logo (if reproduced closely to the color scheme in this guide) and/or the black and white versions. The UVP should be listed above or below the logo, depending upon best placement for that item. If a question arises, please consult with the NAVSUP Public Affairs Office.

Apparel that could be adorned might include t-shirts, polo shirts, sweatshirts, button-down oxfords, running shorts, exercise outfits, light jackets, and the traditional Navy ball caps. Ball caps will be in Navy blue only and use a 2-color reverse print (white and gold) version of the logo. The UVP will be positioned below the Logo in gold Italic. When possible, ball caps may be produced in both enlisted and senior officers versions. Ball Caps may be purchased under BPA with the lighthouse, minimum qty 100. Caps not IAW approved design will not be available.

NAVSUP Overall Ball Caps



NAVSUP Activity Ball Caps



Colors of apparel to avoid include those not in keeping with the NAVSUP color scheme, shock color (i.e. fuschia, orange, lime green, neon) tie-dyed and other design presenting a highly contrasted or unbecoming appearance. Other items might include standard working coveralls, hard hats, appropriate foul weather gear, and other work related items. Navy and local regulations, however, must be observed to reflect credit upon the corporate team. These logos may not be used on undergarments or along with graphic presentations that are immoral, or advocate the use of illegal drugs, tobacco alcohol or topics deemed inappropriate or in poor taste.

## **Standards and Specifications**

### ***Trademark Registration***

Trademark registration is being sought to protect NAVSUP's trademark rights in the new logo. The first application seeks federal registration of the entire logo, include the word NAVSUP and the associated graphical design. The second application seeks federal registration of the word NAVSUP standing alone.

These two federal trademark registrations will provide NAVSUP with enhanced legal remedies for deterring unauthorized use of the word "NAVSUP" and the new logo. Federal registration also permits NAVSUP to recover damages and costs in federal court against anyone who impermissibly uses the new logo or the word "NAVSUP."

### ***The NAVSUP Acronym***

Usage of the NAVSUP acronym in communications, awareness materials, and general correspondence is strongly encouraged, provided it is used in conjunction with the full NAVSUP name or logo



## **Examples of Misuse of NAVSUP Logo**

The NAVSUP logo has been carefully designed. Uniform application is essential in order to maintain its integrity. Changes in style, weight, typeface proportion, color and arrangement will reduce or erase the recognition and consistency that our corporate symbol seeks to establish.

Consistency in using the logo communicates professionalism, attention to detail, and successful image development. Drifting standards reflect an unprofessional attitude, which destroys our credibility and our NAVSUP value to delivering quality products and services. Claimant wishing to employ the logo in novel way need to get permission through NAVSUP PAO, so this rule of consistency in use is not violated. Some of the more common misuses of the logo include:

1. Never redesign a logotype or substitute an unofficial logo to replace it.
2. Never use other than first generation art to output and photographically reproduce the identifiers.
3. Never introduce additional graphic elements or text into the identifiers.
4. Never substitute another typeface for in the logo.
5. Avoid rotating the axis of the logo. Also never distort it.
6. To improve quality readability if using screened identifiers, be sure that the graphic and wording have sufficient contrast. An example is having alternative treatment when placing logos to either side of the text, rather than behind it.
7. Never alter or use a redrawn NAVSUP logo. Use a standard digital original or quality furnished reproduction.

## **Reproduction Materials**

### **NAVSUP Color Guidance and file usage**

NAVSUP has specific color values to be used for color files that will result in color output. This is inclusive of, but not limited to, brochures, posters, signs, flyers, exhibits, presentations, annual reports, newsletters and any other media which allow for color control in the digital preparation process. The color guide applies not only to the logo, but to the UVP, background graphics, and any other graphic components used, with the exception of photographs or other approved graphical logos (i.e. Navy seal, or other approved artwork). Colors may be used as solids, combined with another (gradient) or shaded with Black or White. NAVSUP values are as listed below:

	PANTONE Spot colors	CMYK values (for 4Color/high quality printing)	RGB values (for Powerpoint or color copy)
Navy blue	288 C	100-65-0-30	0-0-153
Gold	116 C	0-15-94-0	255-204-0
Red	1797C	15-100-80-10	204-0-0
Medium Blue		80-0-0-0	0-204-255
Light blue		34-6-0-0	153-204-255
Shades of Grey			
Black and White			

4-color, level 2 printing is high quality, and is especially recommended for any item that is used as a marketing tool or disseminated to the public, requiring the best print quality (brochures, posters, annual reports, etc.).

In addition, the appropriate logo file types need to be selected depending upon their intended use:

EPS, AI – Best for CMYK, 4 color print of Art-generated items like the logo. Original formats, are scalable in the receiving package with no loss of quality.

JPEG, TIF – can be used in most packages, but not scalable in receiving package without loss of quality. If necessary, scale in a raster/photo package prior to import.

EMF – best for use in Powerpoint, eliminates any background “square”.

GIF – use for very low resolution web applications. Not good for printing purposes.

***Your Visual Information/Graphics or Public Affairs specialist should be able to answer any questions regarding usage of the various logo file formats or print requirements. Further questions can also be sent to the NAVSUP PAO at 717-605-1547 (DSN 430-1547).***

### ***Electronic Color Reproduction and printing***

Color copying is also recommend as a viable option for small quantity print runs or for rush jobs where 4color print's aren't essential. Either CMYK or RGB versions may be used for this purpose. Color copying can demonstrate adequate digital output, but reproduction quality and color consistency is sometimes hard to control. Color reproduction varies from different software packages and output devices. It is essential that you check and match colors at the output device using the RGB/CYMK Color Guide. Always select the appropriate driver when printing to local devices to ensure colors appear as accurately as possible.

### ***Single Color or Black and White reproduction***

Single color and offset printing is authorized and recommended when possible. Navy blue single or “spot” color printing is often an economical way to add some color without the expense. The preferred color for Navy Blue offset printing is Pantone coated 288. If possible, the Target should be at 50% opacity/Screen. A single color NAVSUP logo is available for this purpose, and a Black/White logo is available for Black and White printing purposes.

## **The NAVSUP Family**

***The following pages show the NAVSUP family of logos for each major NAVSUP activity (not including detachments). Each of the logos may also be used in formats described in the variations of the NAVSUP Logo (See page 3).***



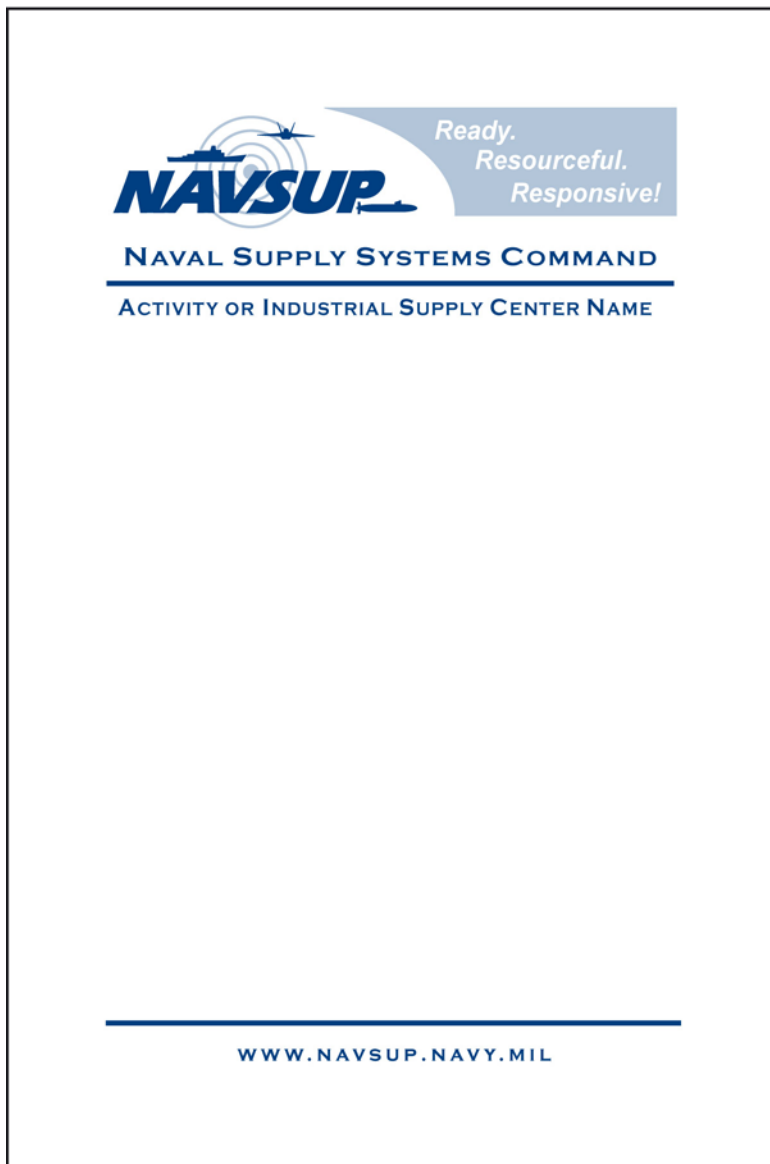


## ***Appendix A – Authorized layout guides for Promotional items***

The following promotional item layouts have been approved. Layouts for each activity will be provided to the Lighthouse upon request. Items may be ordered from each activity directly from the Lighthouse through the BPA N00140-02-A-N716. Payment for promotional items must be done via purchase order, IAW Purchase card regulations. Any additional layout must be approved IAW policy listed in Style Guide Page 3.

**Pens** – Kwikklick Executive model blue barrel w/metallic gold print. Available on above BPA from the Lighthouse. Pricing will vary with QTY. SEE NAVSUP 09PA for artwork if you need assistance. Pens will have the abbreviated corp. logo, then the text rendered separately, plus the activity web site.

NAVSUP 4 x 6 Post-its - single color  
Pantone Blue 288 C - Light shade is at 30% screen  
Available though Lighthouse



NAVSUP ACTIVITY Pad folio (8 1/2 X 11)  
single color Gold metallic print  
Available through Seattle Lighthouse for the Blind



***Ready. Resourceful. Responsive!***



NAVSUP ACTIVITY mouse pads - single color print  
Pantone Blue 288C on white pad  
Available through Seattle Lighthouse for the Blind

